

URBAN CORE SPECIFIC PLAN

Public Workshop - September 13, 2004



Workshop Summary

The workshop convened at 7:00 p.m. in the auditorium at the Chula Vista Public Library (Civic Center Branch) located at 365 F Street in Chula Vista. Approximately 85 members of the public attended.

Mary Ladiana, Planning and Housing Manager for the City of Chula Vista, provided an introduction to the proposed project and process. Ms. Ladiana also outlined opportunities for public participation, anticipated timelines and related projects including the concurrent General Plan update and Bayfront Plan.

Ms. Ladiana introduced Mark Brodeur, Principal with RRM Design Group, the project consulting firm. Mr. Brodeur introduced the project planning team and explained what a Specific Plan is. The boundaries of the project study area and Focus Area Districts were provided. A Visual Preference Survey was then conducted which included a description of the existing conditions for each of the nine Focus Area Districts and rating of images as being appropriate, neutral or inappropriate for that particular district. Participants were asked to focus on the appropriateness of the massing and scale of buildings shown. Preliminary results from the Visual Preference Survey can be reviewed by following this link [\[insert link....\]](#)

In addition, Mr. Brodeur reviewed eight frequently asked questions (FAQs) regarding the project [\[insert link\]](#) and solicited public comments and questions.



Comments received include:

- A Website is needed as well as access for non-Internet users, such as a hotline
- Focus on streetscape – shade trees (maybe pepper trees)
- Consider free shuttle buses to connect to Bay area, 3rd Street, Broadway
- Encourage public art
- Concerns regarding parking, especially for schools. Parking can also take up too much land.
- Create unified features to connect pedestrian paths
- Look at transit-oriented development
- Consider allowing 2nd floor residences over commercial uses
- Retailer footprints may remain the same or be consolidated with same storefront rhythm
- Use “walkable communities” principles
- Keep footprint of adjacent buildings similar, regulate large buildings (chain stores)
- Encourage adaptive reuse of existing historic buildings
- Preserve the best building stock
- Decide what is desirable about Chula Vista and reinforce that character
- Architectural styles – need to look at “Spanish Colonial”, Santa Barbara

